

The 2020



Playbook:



How to Use #GivingTuesday to Attract New Donors.



by
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Why You Should Consider #GivingTuesday

1 in 5 churches could close as a result of the COVID-19 lockdown within the next 18 months, according to Barna. That is a staggering number. Most, if not all, of those churches, were already in danger of closing. COVID-19 simply sped up their decline. **Finances or the lack of finances is the biggest reason why these churches will close their doors.**

How many other churches will survive only by drastically cutting back on the ministry? While your church might not be in danger of closing, your question is how to keep moving forward? One difficulty in planning forward is that none of us are sure what things will look like when this is finally over.

A little more than half of pastors expect their worship attendance to decline after the COVID-19 pandemic is over, according to a new report by the Barna Group. While we don't know how many will never return, many experts are putting that number as high as 1/3. Left unchecked, this will impact giving.

Is your back door wider than your front door? Most churches average losing around 15% of their donors every year. We expect that average to rise significantly in 2020. Add to this the fact that our key donor base is aging shows why you need to be thinking about how you can add new donors. One tool at our disposal is **#GivingTuesday.**

#GivingTuesday started in 2012 and is a push led by non-profits to use the first Tuesday after Thanksgiving as a means of garnering financial support for their work. It has been up to now a mostly non-profit driven event. #GivingTuesday this year will be on **December 1st.** I believe churches can use this time as a means of generating new donors.

My position is that non-profits will be reaching out to your members about making charitable donations to their ministries. Why shouldn't we create similar appeals?

#GivingTuesday Benefits for your church – Here is my list of why you should consider #GivingTuesday.

- 1. You give members a unique opportunity to express their generosity as a part of the worldwide #GivingTuesday movement.**
- 2. It shows the compassionate side of your church.**
- 3. It allows you to show an outward focus.**
- 4. It allows you to connect with your community.**
- 5. It allows your church to model generosity.**
- 6. It gives your church incredible PR at a time when we desperately need it.**
- 7. It gives you a chance to attract new donors.**

It might surprise you that I didn't list raising money for *your* church. That is because the key to a successful church #GivingTuesday strategy is, **don't make it about you**. Churches are unfairly criticized as always talking about money. Let's counter that myth by giving away money!

In a time when churches are struggling financially, why would I advise you to give money away? Stay with me. The advice is free, after all! I think giving. I know, it doesn't sound hyper-spiritual. Yet, somebody has to think about increasing the number of donors you can cast the vision God has given you. I believe your mission is that important.

So, we must think of ways to motivate new donors to support the work we are doing. One key way is through special offerings like #GivingTuesday.

The title of this paper already gave away my strategy for churches utilizing #GivingTuesday, attracting new donors. #GivingTuesday is a great tool to attract new donors to the joy of generosity. Before anyone consistently gives to your church, they must give that first gift. I want them to **give once and then give again and again**. Let's get them started with a gift to your church's #Giving Tuesday initiative.

In the pages that follow, we will give you a plan of action and the tools to use #GivingTuesday for gaining first-time donors. Let's wrap up with some,

#GivingTuesday keys to success –

- 1. Make the offering about a cause outside your church.**
- 2. Give all the money away to that cause.**
- 3. Develop a plan of action for #GivingTuesday and work your plan.**

Before we flesh out a plan of action for you, let's talk about the most important key towards holding a successful #GivingTuesday giving initiative. The vision behind the "ask." Every successful giving initiative must understand, **The Connecting Power of Vision**.

The Connecting Power of Vision

Dollars follow vision. Big visions get big dollars. Do you know what else follows vision? People. The more people you have, the more dollars you can raise. The more dollars you raise, the easier ministry is. Since dollars follow vision, it is vital that the story of the cause your #GivingTuesday offering strategy connects with people. We need to use **The Connecting Power of Vision.**

You can't cast a vision unless the cause is compelling. You must decide what cause or mission you are attempting to connect people to.

Determining your cause. I encourage you to look for some cause in your community that needs help. Is there a mission that supports the homeless in your city? While it doesn't have to be Christian based gifts given *through* your church should be consistent with your overall mission and direction. One question to ask is, who needs our help? Another is, who would benefit most from our help? The greater the need, the greater the response.

Can it be something within the church walls? My advice would be only if it pertains to helping your mission to others. For instance, if you have a low-income daycare that needs toys, furnishing, etc. that might be compelling to new donors. I still advise using #GivingTuesday as an outward-focused event. Remember, one of our keys is to give the money away.

Once you determine the cause worth giving to, it is time to visioneer your appeal.

What is vision? My friend, Herb Buwalda, came up with what I think is the best definition. He says, "Mission," answers the question, "Why are you here?" "Vision," answers the question, "Where are you going; What is God asking of you now to impact the mission?"

To successfully use **the connecting power of vision**, always run your appeals through what I call ...

The Three C's of Vision - Your vision must contain these three C's in order to be heard. Your vision needs to be:

1. **Clear** – What are you asking people to give to, and why? What difference will their gift make? Remember, Keep It Simple Somehow!
2. **Concise** – Can people repeat back in two to three sentences what you are asking them to give to? If not, then you need to work on the "ask." Try writing the vision driving your "ask" in one short paragraph. Then write a one page more specific information sheet. We live in an information-overloaded society; thus, we must be short and to the point.
3. **Compelling** – Does it touch their heart? If not, then the response will be less than you hoped for. What stories can you focus on or show that will move people to support the cause of your "ask?"

Start now thinking about how best to use the Three C's to connect people to the power of your vision.

Here is my one-page playbook for #GivingTuesday.

Pre #GivingTuesday Planning and Preparation

- Start planning *now!* The greater the planning, the greater the results. So, start now thinking and planning how to make #GivingTuesday impactful.
- Decide where the money will go. Again, I think this should be outside the church to support some ministry or cause your members would willingly support. New donors will be attracted to giving to support a cause they feel is worthy. As with every offering, the more compelling the "ask," the more likely new donors will give to support it.
- Use multiple platforms to get the message across.
 - Set up a page off your website that gives a more detailed explanation of the cause your #GivingTuesday offering will go to support. At least one week before #GivingTuesday, make that page public. That URL will be used in multiple places.
 - Set up your giving portal to allow for a designated gift to #GivingTuesday.
 - One week prior to #GivingTuesday, use your Social Media platforms to tell the story of what cause your #GivingTuesday offering is going to support. Use your #GivingTuesday URL page on all posts.
 - Send out an email one week before #GivingTuesday giving an explanation of your church's drive. Use the URL to link them back for more information. I call this my Save the Date email.
 - The Sunday before #GivingTuesday, announce it from the platform, use screen announcements, bulletin inserts, and other means to get the message out.
 - Use the offering time to preview #GivingTuesday.

#GivingTuesday Actions:

- Use social media throughout the day to highlight your campaign.
- Send the email asking for support for the cause you are championing. Your email should be short and to the point containing multiple links to your giving portal.
- Consider a text to give send.
- Rejoice and Follow Up! Remember, the goal is to gain new donors. You want to thank them immediately for their gift and keep their information for putting another cause in front of them in a few months. A short email thanking them for their generosity will help pave the way for the next "ask." Consider an email blast out within 24 to 48 hours, sharing the success of your #GivingTuesday offering results to the entire congregation.

For more ideas and tools, check out # GivingTuesday's website at:

<https://www.givingtuesday.org>

The following are samples that you can use in your setting by simply editing the information. We are using a non-profit charity in Tulsa, Oklahoma, that houses and feeds the poor called **John 3:16 Mission.**

Announcement Text – Use this in any print material like your bulletin or on social media.

Help us feed the poor of Tulsa! December 1st is a worldwide giving event called **#GivingTuesday**. We want to participate by taking up an offering that we will give away! One ministry we support at First Church is John 3:16 Mission that cares for our city's homeless and poor. We want to help them feed the poor this Christmas. We are encouraging everyone to give a special gift either before or on **#GivingTuesday December 1st**. Every penny given will be donated to this great cause. Help us care for the poor by giving generously. For more information to go, <http://FirstChurch.org/#GivingTuesday>

Offering Talk – Use the following on the Sunday before #GivingTuesday right before the offering time.

Caring For Those in Need

As we approach our worship time through the offering, I wanted to take a couple of minutes to say a word about what your offering accomplishes. Each week, as a result of your generosity, we impact scores of children, students, and adults with hope and healing. We could never do what we do without you. So, thank you.

Yet, some needs are simply outside of our abilities to meet. For instance, we can't (mention a cause that your #GivingTuesday appeal is about) feed the poor of Tulsa. So, from time to time, we have partnered with John 3:16 Mission, who does that daily. We think it is important for us to model generosity outside the walls of our church.

This Tuesday, an international giving event called #GivingTuesday will be held. Launched in 2012, this giving initiative will raise millions of dollars worldwide for charity this Tuesday.

So, we thought, why not use the emphasis of #GivingTuesday to raise money we could give away to John 3:16 Mission? Every dollar given in our #GivingTuesday special offering will go to John 3:16 to help them care for those in need. Every Christmas, they feed the poor and homeless of Tulsa. What if our offering paid for everyone's dinner?

So, while we encourage your continued support of our work here through this offering, we want to challenge you to take part in our John 3:16 #GivingTuesday offering. You'll get an email from me on Tuesday, so keep an eye out for it. It will show you what to do to help feed the poor of Tulsa. You can also go to our web page <http://FirstChurch.org/#GivingTuesday> for more information.

Let me end by reading Psalms 41 that says, **"Blessed is he who has regard for the weak; the Lord delivers him in times of trouble."** Let's show our regard for the weak this #GivingTuesday.

Save the date email one week before #GivingTuesday – Email something similar to your entire congregation to put #GivingTuesday on the radar.

Subject Line: Help Us Feed Tulsa!

Dear _____,

For less than \$2.50 a meal, John 3:16 Mission in the heart of Tulsa feeds hundreds of people every year. This Christmas, we at First Church wanted to help John 3:16 feed the homeless and poor of our city through a special offering.

December 1st is a worldwide giving event called **#GivingTuesday**. We want to participate by taking up an offering that we will give away! Find out more at, <http://FirstChurch.org/#GivingTuesday>

We are encouraging everyone to give a special gift either before or on **#GivingTuesday December 1st**. **Every penny given will be donated to this great cause.** To give or find out more information, go to,

<http://FirstChurch.org/#GivingTuesday>

Watch for our special email on #GivingTuesday December 1st! Let's show Tulsa that First Church cares and loves them!

Blessings,

Pastor Mark

PS. You can give ahead of time by going to <http://FirstChurch.org/give/#GivingTuesday>

#GivingTuesday suggested email copy.

Subject Line: Help us feed the homeless of Tulsa!

Dear _____,

Did you know that for less than \$2.50 a person, John 3:16 Mission will be able to host a Christmas meal for the homeless and poor of Tulsa? Our First Church family has supported John 3:16 Mission in the past, and we want to help them provide a Christmas meal for those in need. **Give now at**

<http://FirstChurch.org/give/#GivingTuesday>

Today is #GivingTuesday, an international event focusing upon giving gifts to charitable causes. We have decided to participate by giving away every penny given to our special **#GivingTuesday** offering. We chose this year to support the work of John 3:16 Mission. You can find more about this amazing ministry and how you can help by giving to our **#GivingTuesday** offering at, <http://FirstChurch.org/#GivingTuesday>

Let's show our love for Tulsa with an amazing offering of support! Remember, every penny given will go directly to John 3:16 Mission! Let's feed the homeless of Tulsa!

Blessings,

Pastor Mark

PS. For around \$2.50, you can feed one person. How many people will your gift feed? Give now at

<http://FirstChurch.org/give/#GivingTuesday>

#GivingTuesday thank you email to be sent out within a week of December 1st.

Subject Line: Thanks to you, homeless Tulsans will eat this Christmas!

Dear _____,

\$12,285 was given by generous donors like you to our #GivingTuesday special offering to help John 3:16 Mission feed the homeless this Christmas! Every penny of that \$12,285 will be given to John 3:16 Mission. Thank you for your generosity.

Our First Family stepped up in amazing ways! From the youngest to our oldest, the stories of how our church rallied to support our church's homeless and poor are truly amazing. I am grateful for the generous spirit in our church, not simply during the holidays but year-round. Thank you, First Church family!

I am reminded of Psalms 41 that says, "***Blessed is he who has regard for the weak; the Lord delivers him in times of trouble.***" I'm praying that for you today!

Thanks again, First Family, for showing the love of Christ to Tulsa!

Blessings,

Pastor Mark

PS. Find out more about our special #GivingTuesday results at <http://FirstChurch.org/give/#GivingTuesday>

What about after #GivingTuesday is over? How can you add new donors? At Gyve, <https://gyve.com/>, we have a great tool that does exactly that. It's easy to use and will result in new donors to your church! Morgan Mudge, our Director of Operations, wrote the following post in our weekly newsletter, "*The Generosity Journal*."

How to Open Up A Front Door To Generosity

Let me state something upfront. I am a layman, not a pastor. I was blessed to use my skills in the business world and combine them with a passion of mine, generosity. To make a long story short, I now find myself working with church leaders to increase the church's generosity level. We have learned a few things in the years since we founded Gyve.

One thing we learned even before we started Gyve is that gaining new donors is always a challenge. Churches have gotten a bum rap that all they talk about is money. What happens is that often then churches never talk about generosity. We started thinking about a way to get people started on the generosity journey. Could we create a front door to generosity? Those thoughts led to the creation of the Round-Up Giving App.

Here is how the Round-Up app works; donors can download an app onto their phone and designate where they want their rounded-up dollars sent. Once donors sign up, they simply make purchases with accounts connected to round-up giving, and Gyve does the rest. Every transaction rounds to the nearest dollar, and Gyve collects the difference for donation. When the round-up change collects to \$20, Gyve processes the donation and sends the round-up gift to the pre-selected church or charity.

Round-Up is where our whole Gyve platform started. We launched it at our own church. We encouraged people to designate our church as the charity receiving their round-up money. Rather than just use that for extra money, we began to give that money away outside the church. Then on weekends, we would report back on what Round-Up giving was accomplishing. We would then say if you would like to help us do more good in our community, then take your first step in generosity by signing up.

We believe that Round-Up giving creates for you a front door for new donors. I read the same reports you probably do. Studies are showing that the number of individuals donating money is shrinking. At Gyve, we have found the easiest way to increase givers is through our Round Up Giving options.

Does it work? We are seeing three times the amount of first-time givers signing up each month than on our regular app. With Round-Up, there is a much more motivational reason for people to sign up. Then once people sign up, it is much easier for them to begin their generosity journey. Round-Up gives them an open door into the fulfilling joys of generosity.

You might be thinking; spare change is not going to fuel the vision for your church. That's not the point. By making it easy to use and by showing people the impact of their spare change, we are helping people take that crucial first step through the door of generosity.

Here is the cool part, on average, it takes just 74 days from when a person signs up for Round-Up to when they make their first donation to a church! Round-Up teaches them the joy of generosity, making it easier for them to transfer that newfound joy to your offering. The Round-Up App shows that the easier you make it for people to give, the more likely they will do just that, give!

Let Round-Up Giving be your front door to generosity!

Morgan Mudge

Gyve Director of Operations

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WEBSITE

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Find out more about Mark Brooks



Looking for help that gives you incredible tools for increasing generosity? I write the best weekly newsletter in America called **The Stewardship Coach Newsletter!** My members get this informative and packed generosity tool every Monday morning. Find out how you can get started receiving, **The Stewardship Coach Newsletter!**

Join my Silver Level Membership Plan: Membership at this level gives you America's leading weekly newsletter on all things generosity related, **The Stewardship Coach**. This is a great tool for church leaders that want to stay abreast of the latest generosity news, information, and best-case strategies.

"The Stewardship Coach newsletter has been a tremendous help to our church. I encourage pastors and church leaders to take advantage of this powerful resource."

Pastor Nick Floyd Cross Church Northwest Arkansas an Outreach Magazine Top 100 Church

Each newsletter contains:

- Weekly thoughts from me, **The Stewardship Coach**, on the state of generosity, its impact upon your church with practical advice you can implement immediately!
- **Weekly offering talks!** Some sites charge as much as \$99 a month for this!
- Social Media advice, strategies, and suggestions to connect with donors and increase giving!
- Interviews with leading experts in the field of generosity and much, much more!

The cost is \$9.99 a month or \$99 for a year's subscription.

"I share Stewardship Coach with 70 of my leaders weekly. It is a good tool filled with relevant ideas that we can grow from."

**Dr. William M. Campbell, Jr.
Union Bethel A.M.E. Church**

<https://acts17generosity.com/memberships>